

Rational software

## Facilitate enterprise change: make planning actionable by crystallizing business priorities.

Using IBM Rational System Architect and IBM Rational Focal Point software



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### Highlights

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- **Enables you to gather information to prioritize organizational changes and increase operational efficiency while reducing recurring costs and mitigating risk**
- **Facilitates the management of your IT portfolio by performing a cost-benefit and trade-off analysis of business and IT priorities, resulting in roadmaps that lead to successful outcomes**
- **Improves decision making and helps minimize the negative impacts of major organizational transformations by providing accurate information**

Change happens. But successful organizations know how to make it work for them. Activities such as new technology deployments, business consolidation, and mergers and acquisitions can bring about positive transformations to business organizations—such as opening new revenue streams and generating more income from existing customers.

Unfortunately, transformations often bring forth a host of unexpected challenges. Many companies struggle with their own complexity and fail to accurately identify, analyze and control the variables that represent the risks and affect the rewards of major business growth tactics. Mishandling organizational shifts often results in the misalignment of IT portfolios and their supported business processes with the business strategy.

As headcounts drop, resources shrink and costs inflate in today's environment, the path to success is often muddled. Already lacking a clear view of the business, companies need to learn how major, or even minor, changes will affect their business. They need to gain a clear and simple view of their enterprise, one that helps bridge the gap between IT and business. Organizations can accomplish this with enterprise architecture capabilities that improve a business's ability to define and deliver solutions that align business, operational and technical capabilities. By leveraging enterprise architecture solutions—such as IBM® Rational® System Architect® software, and project, product and portfolio management solutions, such as IBM Rational Focal Point™ software—organizations can create a unified platform that can help turn their organizational transformation plans into a competitive advantage.

### **Make faster, better-informed strategic and tactical decisions**

For many organizations, the strategic planning and execution of projects are hampered by inadequate views of the current business and IT landscape, also known as the enterprise architecture. Enterprise architecture offerings from IBM enable organizations to properly support business-level strategy, analysis and planning. The solutions can rapidly build and leverage blueprints that provide an unobstructed and interconnected view of the business and technology elements within your enterprise. Using this transparent and comprehensive view, organizations can analyze and model components against future-state possibilities. This approach can help you make faster and better-informed decisions regarding the impacts of previous and upcoming changes. With a clear viewpoint, you can streamline and consolidate operations by identifying redundancy, reusing critical assets and optimizing processes.

Enterprise architecture solutions from IBM—featuring IBM Rational System Architect—provide an enterprise-wide and integrated view of strategy, business architecture, information systems and technology domains. Bringing these domains together allows leaders to quickly analyze opportunities and the impact of change, so they can prioritize around projects that drive the most

value to the business. An enterprise architecture strategy is a necessary foundation for successful, lasting transformations—from large service-oriented architecture (SOA) initiatives to cost-cutting and consolidation exercises—and it can help manage the inherent risks involved. The enterprise architecture approach and Rational System Architect visualize human and financial costs over time to support improved decision making. This is especially important in lean financial times when you need to identify where and where not to cut.

### **Make value-based decisions to improve organization performance**

To help you take your enterprise architecture to the next level of adoption, IBM provides best-practice strategies for successful enterprise architecture management. One critical goal of the strategy is to guide successful decisions by creating a platform that can perform cost-benefit and trade-off analysis of the business and IT architecture. When guiding an organization through change, it is very difficult to manage a transformation plan that satisfies the unique needs of everyone who will be affected by the change, without the ability to capture their specific requirements and being able to place value to them.

An integrated Rational System Architect and Rational Focal Point solution merges the benefits of enterprise architecture with application and project portfolio management, empowering successful enterprise planning. The comprehensive solution supports organizations by modeling their future-state architecture based on the most valuable combination of new and existing assets, and it drives more precision with portfolio management capabilities. As a result, you can gain a greater perspective on value and priority, while the integrated solution provides a predictable estimate of financial costs and benefits as well as adoption risks and marketplace forces that could delay or derail results.

With Rational Focal Point, business users become more involved in ranking the value of projects, assets, costs, resources and ROI. It enables you to leverage stakeholder feedback to guide your decisions on building, buying and implementing the right assets in the right manner in order to optimize the benefits to the business. Stakeholder feedback can also help you decide how you maintain assets and when to retire or replace them. Weighing user opinion against factors such as cost, development times, impact analysis and resources available can help companies make the best decisions for their enterprise architectures, given the information and resources they have.

Once enterprise decisions are prioritized, you can use Rational System Architect to analyze and predict the impact of the proposed changes to all aspects of the enterprise, until the optimal model can be identified. Rational System Architect also helps gradually manage the implementation of those changes from the current state to the future state, minimizing risk in the process. You can export project and asset deployment and retirement timeframes from Rational System Architect to Rational Focal Point to create deployment roadmaps, which guide execution plans for successful outcomes. In addition, identifying areas of over- or underinvestment on a timeline means you can adapt projects before problems surface.

#### **Manage application and project portfolios with purpose and ease**

Rational Focal Point provides a collaborative portfolio management system for marketplace-driven project, product and portfolio management. Through visualization, prioritization, analysis and planning capabilities, Rational Focal Point enables project and product planners and teams to make better

decisions based on balancing business, marketplace and customer priorities. It helps them triangulate against these sometimes-competing forces to choose the best projects to develop and deliver—with the right scope at the right time—creating a value-optimized enterprise architecture.

Using feedback from key stakeholders, Rational Focal Point allows you to visualize and prioritize needs to make better decisions about which solution you should implement. Rational Focal Point leverages multiple value-based selection tools to remove the subjectivity that clouds organizational decision making and often causes failure. Its collaborative platform also helps reduce the chaos of managing project information through e-mails, documents and spreadsheets by centralizing project information to be shared across project management, engineering, marketing and other department stakeholders. And by providing full business-case planning support and dynamic roadmaps, Rational Focal Point can show the interaction and impact of project sequence on revenue, costs and headcount—in conjunction with your existing portfolio—so you can improve the quality and business value of the projects you deliver.

Rational Focal Point offers organizations a solution that helps IT bring together strategy, business objectives, stakeholder priorities, and marketplace and economic inputs to guide the decision-making process for project and application selection, even as conditions change. With decisions guided by clear visualizations that identify where the value breakeven point is in the portfolio, critical financial and human resources can be focused on delivering your desired future-state enterprise architecture.

#### **For more information**

To test-drive Rational System Architect and view five-minute demonstrations of both Rational System Architect and Rational Focal Point software, download the tools at:

[www.telelogic.com/contact/buy\\_try.cfm?S\\_CMP=rnav](http://www.telelogic.com/contact/buy_try.cfm?S_CMP=rnav)

To learn more about the IBM Rational System Architect and IBM Rational Focal Point solutions, contact your IBM representative or IBM Business Partner, or visit:

[ibm.com/software/rational/offerings/eam](http://ibm.com/software/rational/offerings/eam)



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